



# TMAC SCORING CRITERIA / MATRIX

## NATHAN FONG MEMORIAL AWARD

### Award Description

This award, in memory of long-time TMAC member Nathan Fong, was created to raise awareness and highlight the many contributions Canadians of Asian descent have made to Canada.

Stories submitted for this award can be inspired by anything from the best places to eat in Chinatown, to historical places of interest, to modern-day attractions, culture, festivals, unusual distilleries, chef profiles, and more. The stories must include both an Asian and Canadian connection.

All forms of media storytelling are welcome in this category from written word to podcasts, video, immersive and interactive media.

### Judging Considerations

The criteria for this category is intended to be inclusive of a broad range of media, taking into account both story and the technical presentation of that story.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	20
Execution	Attention has been paid to the technical aspects of production, inclusive of writing structure, lighting, sound, graphic imagery, experiential design, and user experience; media dependent.	20
Substance	Details, facts and recommendations are presented in a way that's engaging and enticing for the audience.  There is evidence of thorough research.  Information shared adds value to the story and / or for the audience.	20
Style	Tone, style and structure is appropriate for the medium and intended audience.  The storyteller's experience with the subject matter shines through.  The storyteller's tone, personality and perspective is evident (if appropriate to the mode of media) and enhances the content.	20
Overall Excellence	This is the WOW factor. Does the story leave you with questions, and a desire to discover more and explore further? Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?	20
<b>TOTAL SCORE</b>		<b>100</b>